Department of Tourism and Culture

2014-2015 Annual Report

Prince Edward Island
CANADA

Tourism and Culture

Prince Edward Island
Department of Tourism and Culture

Annual Report
2014-2015

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Minister's Message

The Honourable H. Frank Lewis
Lieutenant Governor of Prince Edward Island

May It Please Your Honour:

I have the honour to submit herein the annual report for the activities of the Department of Tourism and Culture and Tourism PEI for the period of April 1 2014, to March 31, 2015.

The Department of Tourism and Culture and Tourism PEI are responsible for the promotion of Prince Edward Island as a premiere tourism destination. The Department also manages our provincial parks system, the four provincially owned golf courses, the Confederation Trail and Brookvale Provincial Ski Park. These venues help promote healthy lifestyles and active living for Islanders and visitors alike.

In 2014 we celebrated the 150th Anniversary of the Charlottetown Conference of 1864. Over 150 events and activities took place all over the Island to mark the occasion. These celebrations gave Islanders a renewed sense of pride and greater understanding of the important role the province played in the history of Canada. In addition to the many cultural benefits, the 2014 celebrations has expanded the province's capacity for festivals and events from one end of the Island to the other.

The Department also remains committed to preserving the Island's unique history and culture through its support of cultural industries in the province, the Provincial Public Library Service, the PEI Museum and Heritage Foundation and the Public Archives.

Respectfully submitted,

Robert Henderson
Minister of Tourism and Culture

Deputy Minister's Message

The Honourable Robert Henderson
Minister of Tourism and Culture
PO Box 2000
Charlottetown, PE C1A 7N8

Honourable Minister:

It is my pleasure to present the annual report for the Department of Tourism and Culture and Tourism PEI for the period of April 1, 2014, to March 31, 2015.

Prince Edward Island and all of Canada celebrated an important chapter in our history in 2014, as we marked the 150th anniversary of the 1864 Charlottetown Conference - where the idea of Canada, as a nation, was proposed.

The Island hosted a spectacular year-long tribute to the beginning of this great country and welcomed visitors to join the festivities. Part of downtown Charlottetown was turned into a "celebration zone" where visitors could follow the steps of the Fathers of Confederation, and there were daily concerts, food tastings, children's activities, and historical presentations all across the province. Each province and territory in Canada was given the opportunity to showcase their local food, culture and history, making this a truly Canadian celebration.

The Department and Tourism PEI continue to work very hard at promoting PEI as a world class vacation destination and at preserving and sharing our unique culture and heritage and will look to build upon the momentum as result of the 2014 celebrations.

Yours Truly,

David MacKenzie
Deputy Minister of Tourism and Culture

Departmental Overview

General administration consists of the Office of the Minister and Deputy Minister providing leadership, overall management, administration, and communication for the department.

The Heritage section provides leadership, programs and services to the residents of Prince Edward Island in the area of historic preservation and promotion. It is also responsible for the delivery of the annual Heritage Fair and other programs that focus on the Island's history and heritage. These activities are managed by the PEI Museum and Heritage Foundation.

Cultural Affairs is mandated to support the sustainability of arts and culture on Prince Edward Island. Support is provided to a number of groups and cultural venues including sector organizations, local theatres, regional arts councils, the Community Museums Association of Prince Edward Island, the French community centres, and other cultural entities. This section is housed under the Strategy, Evaluation and Industry Investment Division of Tourism PEI but is funded through the departmental budget.

The Libraries and Archives Division is responsible for the administration and operation of Prince Edward Island's province-wide Public Library Service (PLS), and for the provision of technical services for the public schools of the province. The PLS is a partnership between the provincial government and participating communities. This division is also responsible for the management of the Provincial Public Archives and the Provincial Records Office.

Tourism PEI Overview

Tourism PEI is a Crown Corporation established by an Act of the Provincial Legislature. Among its original purposes were to have the power to hold shares of subsidiary companies, to be able to hold title to real property and to receive industry revenues, primarily from marketing initiatives. It has a Board of Directors that meets annually to appoint auditors, approve financial statements, and review operations.

The Board is appointed at pleasure by Executive Council and during fiscal 2014-2015 was comprised of:

Minister Robert Henderson

Deputy Minister David MacKenzie

Jeanette Arsenault - Industry representative

Don Cudmore - Industry representative

Kevin Jenkins - Tourism PEI

The Corporate Services Division of Tourism PEI is responsible for general administration, financial services, human resources, records management, insurance matters, FOIPP, Provincial Parks and Provincial Golf Operations.

The Strategy, Evaluation and Industry Investment Division (SEII), Tourism Affairs, is responsible for tourism development and investment, the development and implementation of industry support programs, managing the regulatory affairs pursuant to the *Tourism Industry Act* (license, occupancy reporting, water testing) and the *Highway Signage Act* (Tourism Directional Signage, Special Event Signage and On-Premises Signage). SEII is also the lead liaison on intergovernmental affairs including an advocacy role to represent the interests of the tourism industry in key policy areas such as improved air access, tourism related legislation, labour and immigration issues, and land use matters.

The Marketing Communications Division aggressively markets and promotes Prince Edward Island as a premier vacation destination and ensures quality services for the tourism industry of Prince Edward Island. The division is responsible for customer service, retention and loyalty. Customer service centres include the provincially run visitor information and call centres. The division is also the lead for the implementation of the integrated tourism solution (ITS) technology and the central reservation system.

Tourism Industry Snapshot

There were 1,332,189 visitors on Prince Edward Island in 2014, a 2.7 per cent increase over 2013. Estimated tourism expenditures by residents and non-residents were $401,100,000, an increase of 5.1 per cent compared to the previous year.

Overnight stays increased by 5.9 per cent, to 842,089. Campground stays were up 8.4 per cent, while fixed roof room nights were up 4.7 per cent.

During 2014, airport traffic increased by 7.3 per cent, ferry traffic decreased by 3.3 per cent, and bridge traffic increased by 2.3 per cent. Cruise ship passenger and crew visits decreased by 8.5 per cent.

50,990 visitor guides were mailed out, of which 7,503 were French guides.

In 2014, meetings, conventions, and incentive travel (MCIT) made a significant impact on tourism in PEI. In 2014 there were 195 meetings, bringing in 20,752 resident and non-resident delegates. From the 2014 Exit Survey, total direct spending by non-resident delegates and their travel party was estimated at $20.2 million dollars.

PEI 2014 Inc

PEI 2014 Inc's objective was "to create an unforgettable 150th anniversary celebration" that served as a source of pride for Islanders and all Canadians in Prince Edward Island's role as the Birthplace of Confederation, to yield increased tourism visitation, and to act as a catalyst for the 2017 Sesquicentennial of Canada's Confederation. PEI 2014 Inc, a separate not for profit entity was supported by the Department of Tourism and Culture ($ 15,725,000), Tourism PEI ($ 205,000), Canadian Heritage($ 8,311,582), and the Atlantic Canada Opportunities Agency ($ 656,250).

These celebrations gave Islanders a renewed sense of pride and a greater understanding of the important role the province played in the history of Canada and were a tourism and economic success, inspiring record years for visitation, visitor expenditures, and overnight stays.

The year of celebration included five major events developed and presented specifically for 2014, along with one time funding support to existing events to make enhancements in their programming for the 2014 celebratory year, and a grant fund to provide opportunities across the Province and throughout the year, for residents and visitors to share in the celebration of PEI culture and PEI's role in Canadian Confederation. Community organizations across the province were awarded grants for events and activities meant to highlight the history of the province, its people, and the important role the Island has played in the history of Canada. PEI 2014 Programming strengthened tourism, arts, culture, heritage and Canadian pride and identity through various PEI 2014 Production Events, East Coast Music Week and PEI 2014 Fund Events/Projects.

As a result of these celebrations, 2014 was the first-ever year the province surpassed $400 million in direct revenue from Tourism. There was an increase of 2.7% or 35,000 visitors to PEI in 2014. Tourism activity made a significant contribution to the Island's Gross Domestic Product in 2014, representing almost 6.4% of Prince Edward Island's GDP. Significant increases were seen in bridge traffic, national park visits, non-member golf rounds played, and overnight stays. The momentum of 2014 continued into 2015 with the help of rebounding consumer confidence and a favourable exchange rate which may have been contributing factors that resulted in an increase in overnight stays by Canadian, American and Overseas travelers.

The celebrations had a strong cultural component and shone a spotlight on Island artists. It was a banner year for rural fairs and festivals – most posted bigger crowds and often set records for attendance (Tyne Valley Oyster Festival, Kings Playhouse, DiverseCity Festival in Summerside and Montague, O'Leary Potato Blossom Festival, Dundas Plowing Match, Crapaud Exhibition). At its peak in the summer of 2014, PEI 2014 had 15 full time and part time staff supporting marketing, operations, programming and administration.

Operations were maintained at the Brecken Building (1 Harbourside Drive) with 6 staff until March 31, 2015. The office will officially close on May 31, 2015 and there will be 2 full time staff remaining as well as a part time finance support person. All surplus including supplies, furniture and equipment will be transferred to provincial government departments and agencies. The two remaining staff will be working on the PEI 2014 wrap up including report writing and evaluation as well as the Samuel Holland 250 Commemorations coordination.

PEI 2014 Inc Board of Directors (as of March 31st, 2015)

David MacKenzie - Chairman

Kevin Jenkins - Treasurer/Secretary

Mary-Ellen Moerike

Sylvia Poirier

Harvey MacEwen

John Horrelt

Leo Walsh

Wayne Long

Tourism PEI Division Activities

Strategy, Evaluation, and Industry Investment (Tourism Affairs)

The Tourism Affairs section of the Strategy, Evaluation and Industry Investment Division is responsible for tourism development and investment, the development and implementation of industry support programs, and management of regulatory affairs pursuant to the *Tourism Industry Act* and the *Highway Signage Act*.

This section works actively with the Tourism Industry Association of PEI (TIAPEI), Regional Tourism Associations, Quality Tourism Services and industry stakeholders in conducting research projects on consumer demand, quality assurance initiatives and new product development opportunities. The section also works with the Centre for Tourism Research at TIAPEI to increase the research capacity of the province and assist with the transfer of knowledge to industry partners.

Evaluation, Measurement and Business Intelligence Unit

This unit is responsible for the ongoing monitoring of the department's objectives and strategies including:

- Establishing corporate performance measurement tools
- Working with the department's senior management team to integrate performance management principles into program activity
- Coordinating corporate performance activity.

The unit has overall responsibility for overseeing the development of evaluation frameworks and the identification of evaluation metrics.

Product Development, Investment, and Regulatory Affairs

Product Development, Investment and Regulatory Affairs is responsible for:

- Managing opportunities to grow current businesses and attract new tourism development and investment opportunities.
- The professional development of industry partners and operators through the provision and support of training initiatives to ensure the tourism industry on PEI is competitive in the global marketplace.
- All regulatory functions administered under the authority of the *Tourism Industry Act* and Regulations and the *Highway Signage Act* and Regulations.
- Ensuring that all tourism operators are in compliance with industry standards as prescribed by legislation and regulations.

- Overseeing the investigation of quality standard issues and maintain a close relationship with industry organizations involved with standards. The unit oversees the contract with Quality Tourism Services (QTS). On behalf of the Department, QTS is contracted to perform the inspections required for the licensing of tourist accommodations.
- This division also manages contracts with Golf PEI, Meetings and Conventions PEI and all sector partners.

This unit is also responsible for the development and implementation of programs designed to support the expansion of the tourism industry through development of new and enhanced "product offerings" including, but not limited to key products, such as coastal, golf, culinary and culture.

This division was responsible for the following funds in 2014-15:

- ***The Regional Product Development Fund***
- ***The Tourism Innovation Fund***
- ***The Acadian and Francophone Tourism Services Program***
- ***Fonds de services pour des produits touristique acadien et francophone***
- ***The Festivals and Events Assistance Program***
- ***The Meetings and Conferences Hosting Grant Program***
- ***The Tourism Website French Translation Program***
- ***The Reunion Assistance Program***

In 2014-15 the province supported the Cavendish Beach Music Festival held July 4-6, 2014 featuring Hunter Hayes, Brett Kissel, Lady Antebellum and Gord Bamford.

The other major investments were made in the main stage productions at the Confederation Centre of the Arts, the Island wide Fall Flavours Culinary Festival in September and the Arts and Heritage Trail.

Industry Standards

The quality of Prince Edward Island's products and services is essential to the long-term health of the tourism industry.

The *Tourism Industry Act* sets out the operating standards for Prince Edward Island tourism accommodation establishments. On an annual basis every accommodation establishment must pass inspection. They must also have their water tested quarterly, submit monthly occupancy reports, and pay their annual license fee, in order to ensure that the property is in full compliance with the licensing standards set out in the Act.

Tourism PEI contracts Quality Tourism Services (QTS) to inspect and provide water testing support to all accommodation properties. QTS has as strong working relationship with

Tourism PEI, and they employ professionally trained inspectors who are knowledgeable in the requirements of the Act.

Tourism PEI's compliance section supports licensed industry operators by enforcing the Act and works to bring unlicensed operators into compliance. Tourism PEI works closely with industry partners like TIAPEI and QTS to maintain the quality and standards that are critical to success. It is this team approach that ensures visitors enjoy the best possible vacation, based on quality services and memorable experiences.

Tourism PEI continues to strive toward increasing accessibility for the French-speaking public to attract and service French-speaking visitors. Tourism PEI provides reception services in both official languages and several staff are fluent in French or are taking French language training. Once again, in 2014 the Genuine Island Experiences packaging brochure was available in French. This joins the PEI Visitor's Guide and a number of other publications which are translated into French as stand-alone pieces.

Visitor Information and Destination Centres provide services to the traveling public and have bilingual staff available. The Centres continue to improve the level of service with each passing year. In all other venues of Tourism PEI's service to the public, every effort is made to ensure that there is service provided in French by front-line staff.

Under the terms of the Canada-PEI Agreement on French Language Services, the Association touristique Evangeline au service des Acadiens et Francophones de l'Ile-du-Prince-Edouard received funding for its leadership activities on behalf of Francophone and Acadian tourism operators across the province. This Association brings together Acadian and Francophone operators from across the province to better promote the Acadian and Francophone tourism product and the association works to present a united voice to government.

Fall Flavours

In 2014, the Fall Flavours Culinary Festival took place from Sept. 5 to Sept. 8, 2014, and featured over 75 different culinary experiences, including signature events, culinary events, tasting events, and dining events. Signature events featured Chef's from the FOOD NETWORK and highlighted food experiences across the Island. Fall Flavours provides unique local culinary experiences during Prince Edward Island's peak harvest season, which interests our target markets. Restaurants across the Island participated in the Dining program, creating special menus featuring Island product.

Meetings and Conventions and Employee Convention Hosting Opportunities (ECHO)

In 2014, the Meetings and Convention Sector attracted 195 meetings/conventions that drew 20,752 delegates. Total direct spending by non-resident delegates and their travel party was estimated at $20.2 million dollars.

ECHO is a joint program with Tourism PEI, and Meetings and Conventions PEI (MCPEI). The mandate of ECHO is to encourage provincial employees to invite meetings to Prince Edward Island. ECHO also assists with the organization of these meetings by utilizing the many resources for support such as those available through MCPEI and Tourism PEI.

Marketing Communications

The overall mandate of the Marketing Communications Division is to promote Prince Edward Island as a premiere vacation destination in our target markets.

The division is responsible for travel industry sales, media relations, advertising, publications, distribution, PR activations and promotions.

Tourism PEI is a partner in the Atlantic Canada Tourism Partnership (ACTP) which merges two levels of government and the region's private industry. The partnership allows the province to reach strategic markets in the US (New England and mid-Atlantic), and United Kingdom.

Tourism PEI also actively pursues partnership opportunities with the Canadian Tourism Commission (CTC) and others, in joint-venture initiatives.

The Marketing Communications Division also works closely with the Tourism Advisory Council (TAC). Marketing strategies and programs will continue to be reviewed by TAC. The Department of Tourism and Culture is represented on TAC by the Deputy Minister. The Director of Marketing Communications and the Director of Strategy, Evaluation and Industry Investment also attend TAC meetings. TAC provides sound advice to the Minister, and the Department on research, product development and marketing strategies.

With the celebration of the 150th anniversary of the Charlottetown Conference, Tourism PEI worked closely with PEI 2014 Inc. on an integrated marketing campaign. Tourism PEI handled the vast majority of the promotion off-Island, while PEI 2014 Inc. led the on-Island campaign as well as regional event-specific advertising.

Advertising and Publicity

The 2014 marketing creative execution was a promotion of Prince Edward Island as a premier vacation destination, with the added note that there was no better year to visit. Ad headlines included: 'Come for the Beaches – Stay for the Party'; 'Come for the Food – Stay for the Party'; 'Come for the Vistas – Stay for the Party'; 'Come for the Golf – Stay for the Party'. The ad copy spoke to the 150th anniversary celebrations.

Our marketing tactics for 2014 included print, digital and television media buy. It also included media relations and public relations activities. The following are a few highlights:

A welcome video was produced and promoted. It received over 1.2million views and was shared extensively on social media channels. A series of 10 second vignettes were aired on various Shaw media channels including the History Channel, Food Network, HGTV, Showcase and others. In addition, 30 second French vignettes were aired on Bell Media and Quebec's #1 morning show, 'Salut Bonjour' included live hits from Prince Edward Island.

The marketing term Out-of-Home (OOH) refers to advertising that reaches the consumer when they are outside their home. The campaign in 2014 included some unique and innovative OOH executions. Union Station in Toronto along with the Skywalk from Union Station to the Rogers Centre was covered in Prince Edward Island imagery and videos. Various billboards in our target markets were installed and transit buses were wrapped with PEI imagery in Toronto, Montreal, Halifax and Moncton.

A major promotion in partnership with Air Canada included a 150 flight giveaway in celebration of the 150th anniversary. The contest was promoted at various events including photo booths set up at various festivals in Ontario and Quebec.

In addition to the increased exposure through our domestic campaign, Tourism PEI saw a substantial increase in Japanese visitation as a result of a partnership with NHK, Japan's public broadcasting system. NHK aired a 6-month TV drama series focused on the life of Hanako Muraoka, the first to translate *Anne of Green Gables* into Japanese. As a result, tour operators in Japan experience a high demand for trips to the Island. One company, Club Tourism, even chartered a 300-passenger plane for a special trip to Prince Edward Island.

The Marketing Communications division continues to promote the key demand generators identified in the TAC strategy: coastal, culinary, golf and culture. Advertising markets include Ontario, Quebec, New Brunswick, Nova Scotia as the primary markets. Secondary markets include New England, New York, UK and Japan.

In 2014, we had additional product, additional marketing dollars and increased media attention, resulting in increased visitation.

Fulfillment

From April 1, 2014 to Mar 31, 2015

- A total of 49,863 Visitor Guides were mailed out, of which 6,690 were French guides.
- There were 2,540,992 sessions to the website, with an average of 4.56 pages viewed per session.
    - Visitors spent an average of 4 minutes and 16 seconds on the site.
    - Visitors to the website were mostly Canadian with 466,681 American sessions, 85,860 Japanese sessions, 33,645 sessions from France, and 27,184 sessions from the UK.

Trade and Sales

The Trade and Sales section is responsible for generating sales of Prince Edward Island's vacation products through trade, consumer, and media channels.

The section focuses primarily on North America, Japan, United Kingdom, and Germany.

Trade and Sales staff works with numerous trade partners such as tour operators, airlines, motor-coach companies, cruise lines, auto clubs, travel agents and media contacts to promote Prince Edward Island.

The Trade and Sales staff provide an ongoing connection between local tourism operators on the Island and members of the travel trade that have clients visiting Prince Edward Island or are developing new initiatives to encourage and increase new visitors to Prince Edward Island.

The majority of Trade and Sales activity is carried out in cooperation with local industry partners at marketplaces, consumer shows, and sales functions.

During the 2014-2015 fiscal year, the Trade and Sales section participated in the following marketplaces:

- American Bus Association (ABA)
- Rendezvous Canada (RVC)
- World Travel Mart (WTM)
- ITB-Berlin
- The Canada/New England Cruise Symposium

In addition, Trade and Sales Staff participated in consumer travel shows in Montreal, Toronto, Ottawa, Quebec City, Boston, Foxboro, New York City, and Halifax.

Sales functions included media events and travel agent training in cooperation with the Atlantic Canada Tourism Partnership (ACTP) in key target markets.

The cruise market has become a major contributor of visitors to Prince Edward Island. In 2014-2015, 64 cruise ships arrived, carrying 84,952 passengers. The trade and sales staff work closely with the Atlantic Canada Cruise Association to attract cruise ships to Prince Edward Island primarily through joint marketing partnerships with major cruise lines.

Holland America continues to bring the most ships and passengers to the Charlottetown port. Other cruise lines such as Norwegian Cruise Lines, Princess Cruises, MSC Cruises, and Celebrity Cruises are also regular visitors to Prince Edward Island.

Digital Marketing

This section of the Marketing Communications division is responsible for the online marketing programs and tools that drive web, mobile and social media usage, email response rates, sales conversion and enhanced consumer experience while driving increased engagement. The Digital marketing section also ensures a seamless process in executing effective customer relations management as part of the overall Tourism PEI marketing strategy. It is the lead for the operation of Integrated Tourism System (ITS) technology, including the central reservation system and Book PEI.

Visitor Information Centres (VIC)

The province operated five Visitor Information Centres at the following locations: Borden-Carleton, Wood Islands, Souris, West Prince, and the Charlottetown Airport. Borden-Carleton provided services to the travelling public throughout the entire year.

The Charlottetown, Cavendish, St. Peters and Summerside VICs are operated as Destination Centres in partnership with the respective regional tourism associations.

Corporate Services

The Corporate Services Division of Tourism PEI is responsible for general administration, financial services, human resources, records management, insurance matters, FOIPP, Provincial Parks and Provincial Golf Operations.

Provincial Parks and Confederation Trail

In the summer of 2014, P.E.I. Provincial Park campgrounds experienced a slight decline in visitations compared to the previous camping season. Campground visitations totaled 30,886 sites sold, representing a 1.5% decrease from 2013.

Red Point Provincial Park continues to be the most popular camping destination within the Provincial Park system. In 2014, Red Point visitations totaled 5,597 sites sold. Cabot Beach Provincial Park showed the largest increase of all campgrounds with a 5.54% growth in sites sold for a total of 4,931.

During the 2014 – 2015 fiscal years, Provincial Parks was able to invest more than $ 300,000 into capital improvements across the Province. The highlights of these improvements were 2 way (power/water) site upgrades at Cabot and Red Point, washroom upgrades at Cedar Dunes, playground equipment for Kings Castle and upgrades to the snow making system at Brookvale.

In addition, Provincial Parks, in partnership with Air Tech Communications Inc. developed a pilot project to provide wireless internet to Cedar Dunes Provincial Park and Brudenell River Provincial Park. Wi-Fi was available at both sites on a "user-pay" basis and the service will be re-evaluated after the conclusion of the 3 year pilot project.

During the spring of 2014, Provincial Parks coordinated a "Request for Proposals" for the operation of Lord Selkirk Provincial Park Campground. Following the conclusion of the process, the Province signed a 5 year lease agreement with the Belfast Area Development Corporation (BADC) to operate the Lord Selkirk Campground. By assuming control of the campground, BADC was able to consolidate their tourism product in the area which also includes the Belfast Highland Greens Golf Course and a local pool. BADC initiated a number of upgrades to the campground which included, most notably, the installation of 3 way (power/water & sewer) sites.

Provincial Parks continues to coordinate and deliver a variety of summer programs to our guests including children's activities, nature and outdoor interpretive activities, sport activities and family activities. These programs are well received by visitors and greatly enhance their camping experience. Once again in 2014 – 2015, Provincial Parks provided lifeguard services on 8 provincial park beaches across the province, the Mill River Fun Park and the pool at Brudenell River Provincial Park.

Brookvale Provincial Ski Park had a very good season in 2014 - 2015. The Alpine site opened on January 9 and the Nordic site opened in the middle of December as some early snowfall allowed the staff to get some of the trails opened for x-country skiing and biathlon. The Alpine site was open for a total of 53 days and the Nordic site was open for 60 days. Popularity of the Brown's Volkswagen Snow School continued in 2015 with a total of 340 students enrolled, up approximately 40 students from the previous year. At the Nordic Centre, Biathlon P.E.I. hosted the Eastern Canadian Biathlon Championships in mid February featuring some of the finest biathlon athletes from Quebec and Atlantic Canada. The Nordic Center was also very busy in the summer as many running and cycling events were held at the site such as the Ultra Marathon and the Red Mud Cycling events which were both held in August.

PEI Provincial Parks also featured winter programming at Mill River Provincial Park which includes nordic skiing, ice skating, tobogganing, tubing, bonfires and horse and sleigh rides.

In 2015, Mill River was pleased to once again be the primary location for "UpWest WinterFest". In its third year, the Festival featured the collaboration of West Prince communities to host a major regional winter tourism event. Also worth noting is the maple syrup production where the maple trees are tapped and the syrup collected. School groups from the West and a couple from the East used this event for school trips which educated children about the process of producing maple syrup. Children were also treated to ice cream with syrup and homemade toffee. This event ran for 4 weeks in March.

2014-15, was a milestone year for the Confederation Trail. Following the major financial contribution by Trans Canada Trail (TCT) and the W. Garfield Weston Foundation the previous year, the Province was able to complete the remaining undeveloped corridor between Stratford and Iona and provide connection between Wood Islands and Charlottetown. This major achievement was celebrated at Joe Ghiz Park on September 12 featuring a well attended public event acknowledging all the important partners who contributed to the connection of Confederation Trail. As Program Managers of Confederation Trail, Provincial Parks would like to acknowledge the ongoing support of the Department of Transportation and Infrastructure Renewal (TIR) whose outstanding maintenance program continues to be one of the key contributions to the success and popularity of Confederation Trail.

Provincial Golf Courses

On P.E.I., golf is considered one of the pillars of the tourism industry and is therefore an important piece of the tourism strategy.

The 2014 season saw 37,433 non member rounds played at the four Provincial courses. There were 76 days of measured rain in our 157 day season.

Standard and packaged rates did not change from the 2013 season.

Membership rates remained the same as the 2013 season. Two new membership categories were added, PreJunior and Diamond. PreJunior allowed children between the ages of 8 and 14 to become members of our courses. They could play after 5 pm with an adult. The Diamond membership gave members playing privilege at all four of our courses. In total, there were 651 members:

- 257 full members
- 88 senior members
- 45 intermediate members
- 81 weekday members
- 80 afternoon members
- 92 junior members
- 8 Diamond members.

91 of these full members opted to include Dundarave as an addition to their membership.

Through February and March "PEI's Finest Golf", in partnership with Golf PEI, travelled to 5 consumer golf shows in Toronto, Ottawa, Montreal, Quebec City and Moncton.

The purpose of our attendance was to promote our products and facilities that we have to offer the travelling golfer.

The Links at Crowbush Cove

- Opened for the season on May 22 and closed Oct 19. The course wintered very well

and the new greens were in good conditions from opening to closing.

- Capital projects for Crowbush included: replacing the clubhouse roof, the purchase of a spin topdresser, and forestry work which was completed in the fall.

Mill River:

- Opened for the season on May 16 and closed on Oct 19.
- Capital projects for Mill River included the purchase of a new fairway mower, repairs to the culvert on hole # 5, and tree removal which occurred through the fall.

Brudenell/Dundarave:

- Brudenell opened for the season on May 16 and closed on Oct 19. Dundarave opened on May 23 and closed on Oct 5.
- Capital projects included: refurbishing the bunkers at Dundarave and the complete removal or remodel of bunkers on 12 of the holes at Dundarave.
- Capital purchases included a rough mower, 3 utility vehicles, and replacement batteries for our rental golf cart fleet.

Human Resources

Permanent Positions

	Full-time	Part-time	Total
Corporate Management	4	0	4
Corporate Services (Finance & Administration)	1	0	1
Brookvale	0	4	4
Provincial Golf Courses	6	63	69
Provincial Parks	5	8	13
Marketing	18	5	23
Strategy, Evaluation & Industry Investment	9	0	9
Libraries and Archives	39	28	67
PEI Museum & Heritage Foundation	14	5	19
Total Permanent Positions	**96**	**113**	**209**

Student, Casual and Temporary Positions

	Total
Corporate Services (Finance & Administration)	2
Brookvale	97
Provincial Golf Courses	93
Provincial Parks	197
Marketing	35
Strategy, Evaluation & Industry Investment	2
Libraries and Archives	60
PEI Museum & Heritage Foundation	35
Total Student and Casual Positions	**521**

Financial Services and Office Administration

Financial Services is responsible for budgeting, forecasting, regular expenditure monitoring, and the day to day fiscal management of the Ministry. Financial Services also manages invoicing, receivables, collections, payables, banking, taxes, procurement, and external audits. Additional responsibilities include records management, *Freedom of Information and Protection of Privacy Act* compliance, contracts, insurance coordination, telecommunications, fleet management, and office administration.

Departmental Division Activities

General Administration

General administration consists of the Office of the Minister and Deputy Minister providing leadership, overall management, administration, and communication for the department.

Heritage

With the retirement of the Director of Culture, Heritage and Libraries at the beginning of last fiscal year, and some departmental reorganization, the Heritage Officer now reports to the Executive Director of the PEI Museum and Heritage Foundation, while remaining an employee of the Department of Tourism and Culture.

Provincial Heritage Fair Program

The Provincial Heritage Fair was held at the Confederation Centre of the Arts on 15 May 2014, with 164 Grade 5 - 9 students (142 projects) representing 28 schools and more than 150 volunteers participating. Approximately 2,000 students participated in school-based heritage fairs leading up to the Provincial Fair. Following project judging at the Provincial Fair, afternoon workshops, tours and activities were provided for students on a variety of subjects.

The top twenty-five student projects were recognized during the Closing Ceremonies and were invited to participate in the Maritime Regional Heritage Fair in July 2014. Certificates and awards were presented for outstanding student achievement. His Honour, Lieutenant Governor H. Frank Lewis addressed the students during the Closing Ceremonies, as did the Ministers responsible for Culture and Heritage, and Education and Early Childhood Development, Stu MacFadyen, Deputy Mayor of Charlottetown; the Chief Executive Director of the Confederation Centre of the Arts, Jessie Inman. Special award presentations were also sponsored and presented by the PEI Regiment Museum, Aboriginal Affairs Secretariat, Parks Canada and PEI 2014 Inc.

The 2014 Provincial Fair continued to benefit from support from community organizations that sponsored prizes for outstanding theme-related projects. Twenty- seven local community groups and organizations presented 38 prizes to students. Community support for this cultural and educational event continues to grow. As well, 12 of the student finalists were invited to create short videos of their heritage fair projects for the national Young Citizens video program coordinated through Canada's History Society. Videos were posted online and, following a period of voting, as well as review by a panel of judges, two PEI students were selected to participate in the national Youth Forum in Ottawa in the fall of 2014.

The Provincial Heritage Fair Coordinator, as well as a number of the Planning Committee members, assisted in judging at various school heritage fairs from February through April. The Fair Coordinator participated in teleconferences with provincial and regional fair coordinators and representatives from Canada's History Society, the national Heritage

Fairs organizing body. In addition, a number of planning meetings were held regarding the Maritime Regional Heritage Fair.

A number of local and national sponsors support the Provincial Heritage Fair including: The Department of Education and Early Childhood Development, the Confederation Centre of the Arts, Canada's History Society, PEI 2014 Inc., Purity Dairy, Parks Canada Agency, PEI Museum and Heritage Foundation, Indian River Festival, Canadian Council of Archives and the Public Archives & Records Office. In addition to the local community and national organization support, the Provincial Heritage Fair program is encouraged by the commitment of more than 60 volunteer judges.

In recognition of the 150th anniversary celebrations, an award was presented during the 2014 Provincial Heritage Fair Closing Ceremonies by the Chair of PEI 2014 Inc. to recognize outstanding student achievement in researching and presenting on an aspect of Canadian Confederation or the 1864 Confederation Conference.

As part of PEI 2014 celebrations, a first-ever Maritime Regional Heritage Fair was presented by the PEI Provincial Heritage Fair Committee in association with the PEI Museum and Heritage Foundation. The Maritime Fair was held in Charlottetown on July 12 at the Canada Pavilion, PEI 2014 Celebration Zone. Close to 40 students participated from PEI, Nova Scotia and New Brunswick. The students displayed their heritage fair projects to the public, participated in activities and tours, and were welcomed by a number of dignitaries and special guests.

An additional PEI 2014 project saw a number of student Provincial Heritage Fair projects circulated to 16 branch libraries of the PEI Public Library Service and 3 community museum sites over the summer and fall months. This PEI 2014 exhibition acknowledged the students' work by providing access to a wider audience and assisted in promoting the Provincial Heritage Fair program. The libraries and museums were very pleased to display the student projects and there is interest in continuing and expanding the project in the future.

The Heritage Officer assisted Canada's History Society with the adjudication of the national Kayak Kids Illustrated History Challenge contest. The Heritage Officer also chaperoned the two PEI students selected from the 151 national Young Citizens video contest participants to attend a Youth Forum in Ottawa October 30 - November 2. This event was coordinated by Canada's History Society and included a national Heritage Fair Coordinators meeting.

Heritage Places Recognition Program

Heritage Places Initiative Indicators

Activity	2014-2015	2013-2014	2012-2013	2011-2012	2010-2011	2009-2010	2008-2009	2007-2008
Meetings of the Heritage Places Advisory Board	1	1	2	3	5	5	7	3
Nominations received	11	12	5	2	4	104	43	107
Historic Places Registered	4	8	12	19	56	64	119	30
Historic Places Designated	6	-	14	7	3	4	3	2
Additions to PEI Register of Heritage Places and Canadian Register of Heritage Places	10	30	19	19	14	77	179	61
Site visits peihistoricplaces.ca	11,840	13,203	15,792	12,384	8,393	11,834	6,296	1,207
Page views peihistoricplaces.ca	31,650	25,251	32,694	33,015	38,302	38,235	22,683	6,757

The Heritage Places Advisory Board met in September to review PEI Register of Heritage Places applications for a number of properties including two former railway station buildings, and 7 private residences, resulting in several additions to the Register.

In March an additional six properties have been designated heritage places under the *Heritage Places Protection Act*:

- Emerald Railway Station;
- O'Leary Railway Station;
- Kensington Railway Station;
- Lyle House in Birch Hill;
- St. Anne's Church in Lennox Island; and
- West River Petreoglyph Site in Bonshaw.

A contract with a researcher resulted in 10 completed applications for the PEI Register of Heritage Places for future review by the Heritage Places Advisory Board.

Statements of significance and photographs for recognized properties were added to the provincial heritage places website www.peihistoricplaces.ca and the national historic place website www.historicplaces.ca. A number of updates to existing listings were also competed.

Heritage Places Certificates were prepared by Strategic Marketing and Graphic Design for property owners. The Heritage Officer continues to meet and consult with property owners and stakeholder on aspects of the Heritage Places Recognition Program and conservation issues concerning built heritage and heritage places, as well responding to telephone and email inquiries on general heritage issues. Site visits were made to the

following: Leard Mill property in Colmen, South Lake Christian Church, and the Alberton Museum.

The Heritage Officer continued to participate in the Archeology Policy and Procedures working group meetings along with Archeology and Executive Council staff. The Heritage Officer participated in several Federal-Provincial-Territorial teleconference meetings regarding the management of Historic Places website www.historicplaces.ca and progress updates in regions and national office. The Museum Studies intern from Algonquin College completed her work term in mid-May having provided planning support for the Provincial Heritage fair program and assistance with Heritage Place tasks.

Various events were attended throughout the year celebrating the province's heritage: Heritage Day awards ceremonies held by the City of Charlotte where property owners were recognized from their contributions and efforts in preservation and conservation of heritage properties and Sterling Stratton's The Streets of Charlottetown in 1864 presentation. In addition, the Heritage Officer was a volunteer tour guide during the City of Charlottetown's Doors Open program.

The Heritage Officer attended the following Public Service training session

- Dynamics of Policy Development;
- Policy work with FOIPP in mind;
- Bullying in the Workplace;
- Civil Service Resources and Tools;
- Traditional Mi'kmaq Culture and History;
- Contemporary Mi'kmaq Society;
- Staffing and Classification; and
- Transitions to Retirement

In addition, the Heritage Officer attended Heritage Canada and National Trust's annual conference and workshops held in Charlottetown, as well as a two part Renovating Heritage Homes series conducted by the Institute for Architectural Conservation and Studies, and computer training in Word and Excel.

Strategy, Evaluation, and Industry Investment (Cultural Affairs)

In September of 2014 a new manager of Cultural Affairs was hired. This section works with organizations throughout the province to support the sustainability of arts and culture on PEI. Support is provided to a number of organizations, cultural venues, performance venues, theatres, regional arts councils, the Community Museums Association of Prince Edward Island, six school/communities centres, and other cultural entities.

Cultural Program Highlights

- The Community Cultural Partnership Program provides support to not-for-profit community-based organizations for cultural and heritage activities and supported 17 projects in the Anglophone program and 19 projects in the Francophone program.
- In 2014-2015 the Department supported the fourth annual Culture Days initiative. This event highlights and celebrates all aspects of culture and the contribution that it makes to our community. Culture Days 2014 was organized by Culture PEI with financial assistance from the Division of Strategy Evaluation and Industry Investment, Cultural Affairs division.
- The P.E.I. Council of the Arts supported the following initiatives in 2014-15
    - Art in the City – 1 public art commission;
    - This Town is Small – Art in the Open, numerous artists projects;
    - Summer Studio Residency in Summerside - 3 short term residencies;
    - Direct Artist Commissions re: Father Adrien Arsenault Senior Arts Award, Arts & Culture Awards – 2 commissions;
    - Hosted the Canadian Public Arts Funders (CPAF) AGM – direct support to 6 artists; host to Executive Directors and Chairs of each Provincial Arts Council Nationally, including delegates from Canada Council;
    - 12 Artists grants that affected 27 Island artists directly;
    - Atlantic Public Arts Funders (APAF) Residency program – 2 long term professional development residencies;
    - Atlantic Public Arts Funders (APAF) Logo Commission – 1 commission;
    - Fédération culturelle of Prince Edward Island- partnered support to several artist residencies ;
    - Petapan Symposium – Collaborative support for Aboriginal artists and arts practitioners of all disciplines from across Atlantic Canada to attend first networking event of its kind in the region;
    - Sesquicentennial Project – Final project support to remaining artists of the 2014 public arts program; and a
    - Best Practice Mission – 5 artists supported to participate in an export mission to leverage best practices from professional art galleries in Toronto
- Three new initiatives were delivered in partnership with Culture PEI:

  1) a new cultural mentorship program was developed where four mature artists of various genres mentored four young artists in the same genres to encourage continued artistic growth and interest.

2) Board governance workshops were delivered across the Island to provide knowledge and support to volunteers on Boards of Directors of a variety of cultural non profits.

3) The third project was a training workshop on how to approach possible sponsors of various types to support the sustainability of arts and culture on PEI.

- Five projects received funding through the *Programme de coopération et d'échanges entre le Québec et l'Île-du-Prince-Édouard.*
- Four regional arts councils across Prince Edward Island were supported with funds for operational and to support regional grants to artists.
- Under the Canada/P.E.I. French Language Services Agreement, funding was provided to six school/community centres in Charlottetown, Evangeline, Summerside, Rustico, Souris and DeBlois.
- Assistance and funding was provided to the Prince Edward Island Seniors Citizens' Federation to continue the successful LEAP Program.
- Music P.E.I., the music industry association for the province, produced 2 major events this year. Showcase PEI (an export development conference) and the Department supported May Run Music Festival/Canadian Song Conference.
- The organization also participates in a number of international music conferences and events on an annual basis.
- Also supported by a financial investment from the Department of Tourism and Culture, Music PEI provides a three level funding program for emerging artists, export development and career investment programs.
- In addition, the Department supported Music PEI in providing funding for the local musical group, The Eastern Belle's to represent PEI at the Canadian Pan Am Games on the Cultural Celebration Stage.
- Combined, these projects and programs supported more than PEI 60 artists in 2014-15. With this support the music industry continues to grow as evidenced in a recent economic impact study with an estimated contribution of $25,000,000 to PEI's GDP and 1,000 FTE jobs.
- 2014-15 marked the tenth year for the ArtsSmarts PEI program, with funding contributions from both the Department of Tourism and Culture and the Department of Education and Early Childhood Development. In the fiscal year, funding was provided to 12 projects throughout Prince Edward Island with 819 students, 13 artists and 37 teachers participating in the program. Administration of the Arts Smart program is now the responsibility of Culture PEI.
- PEI 2014 Inc. hosted the year-long 2014 celebrations. The province made major investments in programming for events held across the Island during the celebratory year. The PEI 2014 Fund dispersed close to $5,000,000 to over 150 events and activities across the Island. Responsibility for the administration of funding to PEI 2014 Inc. was the responsibility of the Cultural Affairs section of the Department.

Libraries and Archives Division

Public Archives and Records Office (PARO)

The Public Archives and Records Office (PARO) operates under the authority of the Archives and Records Act. It is comprised of the Public Archives unit and the Recorded Information Management (RIM) unit.

The Public Archives unit fulfills the first part of the legislated mandate to acquire, preserve, and make available for public research the records of the government of this province and private-sector papers and records deemed to be of lasting historical value. In doing so, the Public Archives operates as the custodian of historically relevant records of the Government of Prince Edward Island. It also collects and preserves records of individuals, companies, organizations, institutions and associations as they relate to the history of the Prince Edward Island. These records include not only textual materials such as correspondence files, journals, and newspapers, but also materials in other formats and media such as photographs, maps, architectural drawings, film, and sound recordings.

The Public Archives provides services to both Government and members of the general public. Acting as the corporate memory of the Government of P.E.I., staff respond to departmental inquiries for a wide range of textual material and images documenting past activities. Public users at PARO include teachers, students, historians, lawyers, surveyors, and genealogists. The Public Archives offices and Researcher Reading Room are located in the Hon. George Coles Building, Charlottetown.

The Recorded Information Management unit is responsible for delivering a corporate program that provides central recorded information management services and support to all departments, agencies, corporations, and commissions within the Government of Prince Edward Island. A key responsibility of the RIM unit is overseeing the day-to-day operation of the Provincial Records Centre which provides free, secure, off-site records storage and retrieval services to all government departments and agencies.

Researcher Visits

- 2,982 researchers visited the Public Archives Reading Room throughout the year. While 2,345 were residents of Prince Edward Island, the remainder came from other provinces in Canada as well as from as far away as the United States, Great Britain, Germany, Australia, and Japan.
- 565 new researchers registered in the Reading Room.
- For those individuals who were unable to visit the Public Archives in person, staff responded to 771 inquiries which came by email, telephone, and traditional correspondence.

Departmental Requests

- Records Centre staff retrieved 1,049 files/boxes for government employees and refiled 777 files/boxes. Staff also arranged for the destruction of 3,837 boxes of records from departments and 698 boxes at the Records Centre.

Provision of Copies

The Public Archives provided to the public:

- 6,648 copies of archival documents;
- 412 digital images

Collections and Holdings Management

New Donations to the Public Archives

The Public Archives accepted 121 new donations into the collection. A total of 107 collections were added to the private holdings and 14 to the government holdings. The new material included:

- 15.34 m. of textual records
- 24 books
- 1 maps
- 575 photographs
- 1 documentary art item
- 0.138 GB of electronic records

Significant New Donations at the Archives

- Literary and personal papers of playwright and novelist Kent Stetson
- An original 1863 Lake Map
- Moving image footage of the opening of the Confederation Centre of the Arts, 1964
- Records from more than 30 different Women's Institutes from across PEI

Transfers to the Records Centre

- The Records Centre accepted 2,779 new boxes during the fiscal year. By the end of 2014-2015, there were a total of 20,715 boxes at the Records Centre.

Preservation

Preserving Archival Collections

- Preservation related work in the 2014-2015 fiscal year focused on the assessment and reorganization of the Public Archives' storage areas as well as the rehousing of several archival collections which consisted primarily of maps, publications, and oversized materials.

- Public Archives staff digitized 201 items from the collection. The majority of the digitization was done at the request of patrons and helped to limit future handling of the original documents.

Outreach

Public Archives Tours

- Archives staff conducted workshops and tours for a number of events and groups including the Provincial Heritage Fair, Holland College's Heritage Carpentry Program, participants in the RIM Training course, a Birchwood Junior High class, and Seniors' College genealogy course participants. The total number of individuals who participated in tours of the Public Archives was 78.

Archives and RIM Lectures and Training

- Public Archives and RIM staff provided training for 42 government employees who attended two sessions of the 3-day RIM Training course. The course was offered in April and November 2014.
- Public Archives staff gave archives/genealogy presentations to 3 school classes and 5 community Seniors' groups. The total number of individuals in attendance was 155.
- The Public Archives hosted University of Prince Edward Island (UPEI) history students who participated in History 409A - Murder on Prince Edward Island: Archival Case Studies. During weekly visits to the Public Archives, this unique course provided the students with the opportunity to examine a variety of PARO's archival records to reconstruct the histories of particular murders on Prince Edward Island. Students visited PARO on a weekly basis throughout the semester during which time they assessed a variety of archival documents for their meaning, significance and usefulness. These documents were then used to develop case studies of murders (or manslaughters) which occurred on the Island in order to assist students in understanding the way in which crime has been documented on PEI, and how Islanders and their governments (including law, police, coroners, judges, and juries) have responded to murder. The offering of this course signifies the first time that a UPEI history course has integrated weekly archives visits into the syllabus.

Connecting to Users Online

- The Public Archives and Records Office website (www.gov.pe.ca/archives) received 53,496 visits and 877, 882 page views.
- PARO has 1,143 fonds/collection level archival descriptions available online as well as 218, 512 vital statistic records and 20, 976 archival collection records (eg. photographs, maps, plans, petitions, etc.)

2014 Projects (Begun in the 2013-2014 fiscal year and continuing to end of December 2014)

- The Public Archives 2014 Almanac and Miscellany Celebrating 1864: A Look at Prince Edward Island in the Year of the Charlottetown Conference: With funding from PEI 2014 Inc., the Archives created a commemorative almanac to celebrate the 150th anniversary of the Charlottetown conference. The Archives also created an ebook version in three formats (PDF, EPUB and AZW3) for use on a variety of devices available for free download from Archives' website (www.gov.pe.ca/archives/almanac) and the Public Library Service's ebook service.
- "This Week in 1864": Staff posted weekly content from newspapers, diaries, daybooks, and other sources to highlight life in 1860s PEI (www.gov.pe.ca/archives/ThisWeek1864). The project also formed the basis of a physical and online exhibit called "Highlights from 'This Week in 1864'" (www.gov.pe.ca/archives/onlineexhibits/index.php3).
- ScreenScapes: Eleven 1860s-themed exhibits were created for digital screens at the Public Archives and seven library sites across the province. The project was so successful that the Public Archives and Public Library Service extended the project one more year.

Part of the Archival/Heritage Community

- 50th Anniversary Open House: In March 2015, the Public Archives hosted an open house reception to celebrate the 50th anniversary of the proclamation of the first Archives Act in 1964. The event was open to the public and consisted of a cake cutting with remarks from the Minister of Tourism and Culture and the Provincial Archivist.
- Digitization of early Charlottetown Festival moving image recordings: In partnership with the Provincial Archives of New Brunswick, the Public Archives is working on converting 16 moving image recordings of early Charlottetown Festival productions such as Anne of Green Gables: The Musical and Johnny Belinda. Digitization is ongoing.
- Public Archives staff continued to respond to inquiries from the PEI archival community and participate in the judging of Heritage Fair submissions during the 2014-2015 year
- Archives staff continued to submit monthly articles to the Voice for Island Seniors, a monthly Guardian newspaper supplement, focusing on genealogical research.
- Public Archives and Records Office staff continue to sit as members of the Council of Provincial and Territorial Archivists as well as the National, Provincial, and Territorial Archivists Conference.

Collaboration within Government

- Public Archives and RIM staff continued to work with staff of the Department of Environment, Labour, and Justice to develop a strategy to pursue litigation under the Tobacco Damages and Health Care Costs Recovery Act. The Legal Hold has

remained in place and a mechanism has been put in place to continue with the destruction of non-related documents

- Public Archives staff has continued to play a role on the Business Continuity Management (BCM) Corporate Planning Committee and have now joined the departmental team for Tourism and Culture. As part of the latter, PARO staff have completed assessments of both the Public Archives and the Provincial Records Centre. It is expected that the BCM process will be an ongoing priority for the Province.

The Public Library Service (PLS)

The Public Library Service (PLS) is responsible for the administration and operation of Prince Edward Island's province-wide public library system and for the provision of technical services to the province's school libraries. The PLS on Prince Edward Island is a partnership between the provincial government and participating communities.

The provincial government, through the PLS, provides direct delivery of public library service, materials, and library staff and is responsible for administration, strategic planning, management, automation, collections development, and technical services. Communities have the responsibility of providing and maintaining library facilities and providing library equipment and furnishings.

Services to the public are delivered through a number of locations. The Public Library Service has 26 libraries including three school-housed public libraries and three French-language branches. Confederation Centre Public Library in Charlottetown serves as the central library for the province. The Government Services Library, located in Charlottetown, a government publications repository, is also a branch of the Public Library Service.

Public libraries are located in communities across Prince Edward Island including: Alberton, Tignish, O'Leary, Tyne Valley, Abrams Village, Summerside, Kensington, Borden-Carleton, Kinkora, Crapaud, Breadalbane, Hunter River, Cornwall, Charlottetown, Stratford, Mount Stewart, Morell, St. Peter's Bay, Souris, Montague, Georgetown, Murray Harbour, and Murray River.

Public Library Service headquarters, located in Morell, provides administration and technical services. This office manages the ordering, processing, cataloguing, and distribution of materials for the public libraries and offers similar services to public schools in the province.

The Public Library Service offers resources in French in a number of locations. The school-housed public libraries at Abrams Village, the J. Henri Blanchard Library at the Centre Belle Alliance in Summerside and the Carrefour de l'Isle-Saint-Jean are French-language libraries. French materials are also found at a number of other libraries in communities with French-speaking residents or French immersion school programs.

Friends of the Library groups are active in many libraries of the PLS. Friends are non-profit groups of community volunteers who value, support and champion the local public library. Friends support library services and programs by raising funds and awareness of library programs and services in local communities.

Membership Growth

- 3,648 new library cards issued.

Library Usage

- 18,627 new items including books, CDs, audiobooks, DVDs were added to the library's collection;
- 808,908 library items borrowed;
- 15,500 items borrowed each week, 2,200 items borrowed every day and 93 items borrowed each hour from public libraries across PEI.

Social Media

- The PLS keeps in touch with Islanders through social media. Our digital footprint includes Facebook, Twitter, Pinterest, Good Reads and the newest addition, Instagram.

E-Resources

- OverDrive, the library's online platform for eBooks and eAudiobooks, continues to grow in popularity:
    - 6,974 eBooks and eAudiobooks available to download;
    - 45,545 eBooks and eAudiobooks downloaded;
- 14,187 tracks were downloaded from Freegal Music, a free and legal music download service available to library members.

Information Portal

- Available in French and English, the Public Library Service website, www.library.pe.ca, continues to be a popular resource for Islanders to discover the most up-to-date information on library services, programming and new materials
    - 207,296 visits to the PLS's web site and 452,794 page views

Technology for All

- The PLS is committed to providing all Islanders with access to public computers and the Internet. Public computers are available in all of the PLS' 26 locations and each library offers access to WiFi
    - 43,574 sessions on public-use computers.

Something for Everyone

- Libraries offer entertaining and enriching programs for all ages and interests. In 2014-2015, over 5,000 programs were enjoyed by 50,000 people in libraries across the province. Over 2,100 volunteers assisted in the delivery of these programs.

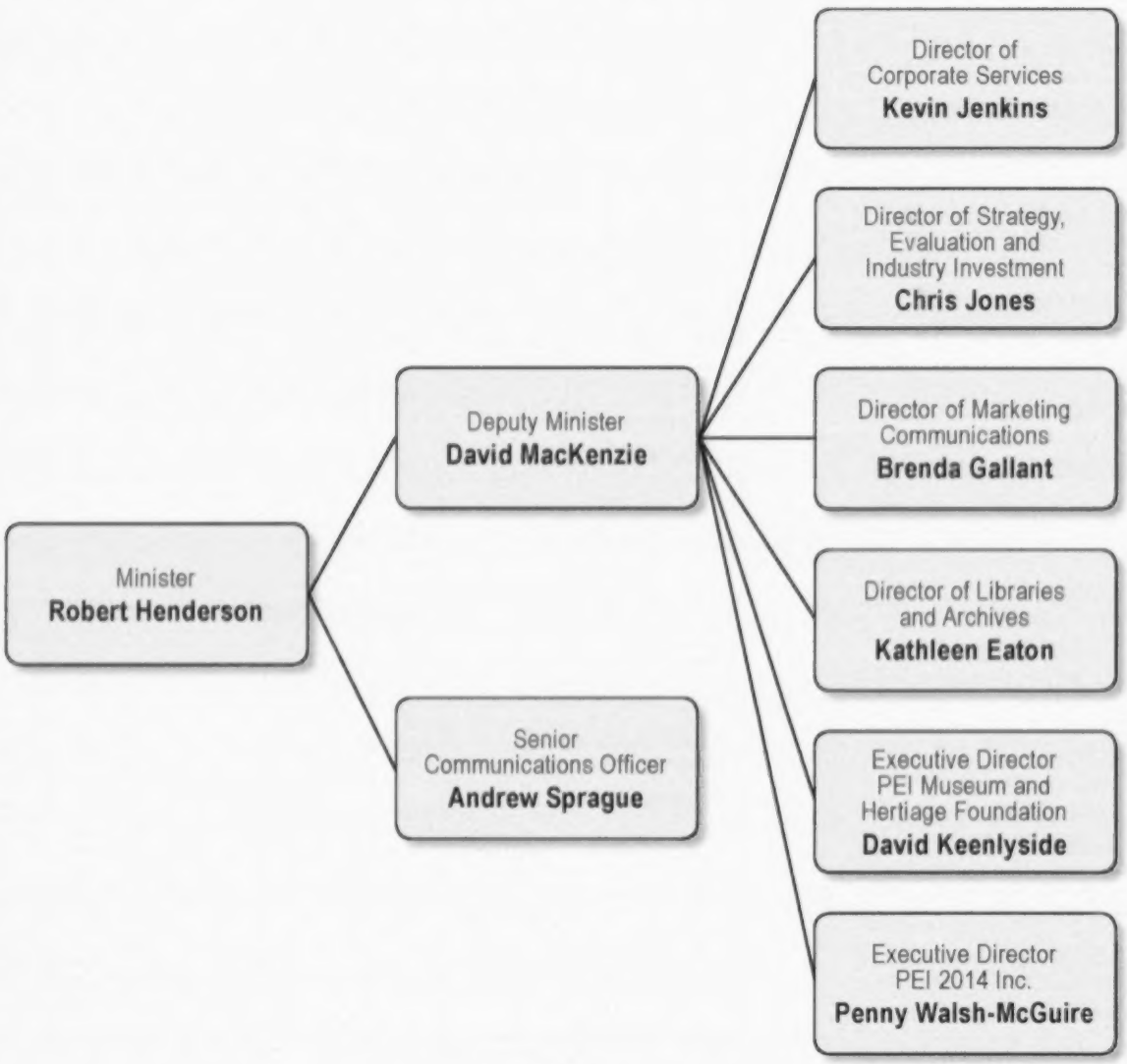
- Programming for youth includes baby lapsit, storytimes, author tours, family literacy day, TD summer reading club, puppet shows, drop in drawing for teens, comic clubs and much more.
- French Library Services offer services and resources for French-speaking communities, French immersion students and families, and those interested in learning or improving their French language skills. French Library Services hosted a French author tour in the six francophone regions of PEI. New Brunswick author Jean-Claude Basque visited 3 French libraries and 3 French schools in collaboration with Communications Jeunesse and the French Language School board. French Library Services participated in Island wide programs; TD Bank Grade 1 Giveaway books, Welcome to Kindergarten, One Book One Island, Hackmatack Children's Book Awards, Reading Town and the Salon du livre Î-P-É.
- Celebrated reading with our annual **One Book One Island** community read. This Island-wide literacy initiative encourages all Islanders to read together. Celebrated mystery writer Maureen Jennings author's book Except the Dying was this year's selection. Ms Jennings visited the Island and held public readings at libraries across the province and library book clubs read.

Literacy

- English as an Additional Language for Newcomers
  - 249 tutors;
  - 306 participants
- Summer Tutoring
  - 759 children participated in one on one tutoring during the summer at 21 libraries across the province
- TD Summer Reading Program
  - 1459 children registered;
  - 588 programs;
  - 5559 program participants

Appendix A

Departmental Organization Chart
As of March 31, 2014



Appendix B

Legislative Responsibilities, Boards and Commissions

Acts

Archives and Records Act

Fathers of Confederation Buildings Act

Heritage Places Protection Act

Highway Signage Act

Lucy Maud Montgomery Foundation Act

Museum Act

National Park Act

Public Libraries Act

Recreation Development Act

Tourism Industry Act

Tourism PEI Act

Trails Act

Boards/Commissions/Agencies

Tourism Advisory Council

Tourism PEI Board

Tourism Arbitration Board

Prince Edward Island Liquor Control Commission

Prince Edward Island Museum and Heritage Foundation

Fathers of Confederation Building Trust

Heritage Places Advisory Board

LM Montgomery Foundation

Ministerial Advisory Committee on Multiculturalism

Public Records Committee

Trustees of the Legislative and Public Library

PEI 2014 Inc.

Appendix C

Financial Statements

Tourism PEI

Financial Statements
March 31, 2015

ArsenaultBestCameronEllis
CHARTERED ACCOUNTANTS

ArsenaultBestCameronEllis
CHARTERED ACCOUNTANTS

A Member Firm of The AC Group of Independent Accounting Firms Limited

Chartered Accountants &
Business Advisors
Prince Edward Place
80 Water Street
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Charlottetown, Prince Edward Island
Canada C1A 7L1
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June 1, 2015

Independent Auditor's Report

To the Minister of Economic Development and Tourism

We have audited the accompanying financial statements of **Tourism PEI**, which comprise the statement of financial position as at March 31, 2015, and the statement of operations, changes in net debt and cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements
Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian public sector accounting standards, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility
Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained in our audits is sufficient and appropriate to provide a basis for our opinion.

Opinion
In our opinion, the financial statements present fairly, in all material respects, the financial position of **Tourism PEI** as at March 31, 2015, and the results of its operations and its cash flows for the year then ended in accordance with Canadian public sector accounting standards.

ArsenaultBestCameronEllis

Chartered Accountants

Tourism PEI

Statement of Financial Position

As at March 31, 2015

	2015 $	2014 $
Assets		
Financial assets		
Cash	291,480	1,099,898
Accounts receivable (notes 3 and 4)	1,351,573	1,138,592
	1,643,053	2,238,490
Liabilities		
Accounts payable and accrued liabilities (note 4)	1,323,592	2,355,260
Due to the Province of Prince Edward Island (note 2)	476,894	20,996
	1,800,486	2,376,256
Net debt	(157,433)	(137,766)
Inventory	142,809	120,122
Prepaid expenses	14,624	17,643
	157,433	137,766
Accumulated surplus	-	-

Approved by the Corporation

_____ Minister

Tourism PEI

Statement of Operations

For the year ended March 31, 2015

	2015 Budget (unaudited) $	2015 Actual $	2014 Actual $
Revenue			
Grants from Province of Prince Edward Island	15,417,300	14,914,865	15,330,004
Marketing	825,000	763,099	829,033
Visitor Services	100,000	95,019	95,425
Brookvale Ski Park	340,000	434,355	426,309
Park Operations	1,025,000	1,042,117	1,120,060
Golf Operations	4,041,000	4,035,128	4,059,952
Book PEI fees	45,000	46,150	49,450
	21,793,300	21,330,733	21,910,233
Expenses (Schedule)			
Finance and Administration	166,500	262,911	266,049
Parks Administration	368,700	368,447	359,991
Park Operations	3,147,300	2,956,996	3,030,818
Brookvale	729,600	705,728	736,722
Golf Operations	4,899,900	4,834,251	4,853,760
Strategy and Evaluation	735,000	686,995	763,326
Industry Investment	3,192,500	3,296,432	2,978,901
Regulation and Compliance	234,200	226,080	219,379
French Services	253,900	253,495	254,139
Business Development	759,400	545,553	724,362
Visitor Services	676,900	669,907	708,329
Marketing	4,780,500	4,907,500	5,278,549
Media Relations/Editorial	385,000	303,881	309,015
Fulfillment	473,000	427,321	469,903
Publications	557,500	436,443	501,018
Travel/Trade Sales	433,400	448,793	455,972
	21,793,300	21,330,733	21,910,233
Operating surplus	-	-	-

Tourism PEI

Statement of Changes in Net Debt

For the year ended March 31, 2015

	2015 $	2014 $
Operating surplus	-	-
Acquisition of inventory	(142,809)	(120,122)
Acquisition of prepaid expenses	(14,623)	(17,643)
Consumption of inventory	120,122	135,921
Use of prepaid expenses	17,643	23,752
	(19,667)	21,908
Decrease (increase) in net debt	(19,667)	21,908
Net debt - Beginning of year	(137,766)	(159,674)
Net debt - End of year	(157,433)	(137,766)

Tourism PEI

Statement of Cash Flows

For the year ended March 31, 2015

	2015 $	2014 $
Cash provided by (used in)		
Operating activities		
Operating surplus	-	-
Net change in non-cash working capital items		
Decrease (increase) in accounts receivable	(212,981)	48,727
Decrease (increase) in inventory	(22,687)	15,799
Decrease in prepaid expenses	3,019	6,109
Decrease in accounts payable and accrued liabilities	(1,031,667)	(84,762)
Increase in due to the Province of Prince Edward Island	455,898	19,892
	(808,418)	5,765
Net change in cash	(808,418)	5,765
Cash - Beginning of year	1,099,898	1,094,133
Cash - End of year	291,480	1,099,898

Tourism PEI became a Crown corporation effective March 31, 1999 under the Tourism PEI Act passed by the Government of Prince Edward Island on June 8, 1999. The objectives of Tourism PEI are to carry out tourism related activities of the Province of Prince Edward Island.

The financial results of the corporation are included in the public accounts of the Province of Prince Edward Island.

1 Summary of significant accounting policies

The financial statements of the corporation have been prepared in accordance with Canadian public sector accounting standards established by the Public Sector Accounting Board of CPA Canada. The following is a summary of significant accounting policies used in the preparation of these statements.

Financial instruments

The Corporation's financial instruments consists of cash, accounts receivable, accounts payable and accrued liabilities and due to the Province of Prince Edward Island.

All financial assets and financial liabilities are initially recognized at fair value and subsequently measured at cost or amortized cost

Cash

Cash consists of cash on hand and bank balances.

Due to the Province of Prince Edward Island

Current operations:

Excess revenue for the year for Tourism PEI is recorded as a reduction in Grants from Province of Prince Edward Island and as an amount due to the Province of Prince Edward Island.

Tangible capital assets

Real property transferred to the corporation at no cost is recorded at a nominal value of $1.

Inventory

Inventory is valued at the lower of cost, determined using the average cost method, and market. Market is defined as net realizable value.

Revenue recognition and government assistance

Grants from the Province of Prince Edward Island are recorded as revenue when authorized. Revenue from marketing activities is recorded when billed and revenue from park operations, services and fees is recorded when earned as services are provided.

Revenue from golf operation is recognized when goods or services are delivered to the customer and ultimate collection is reasonably assured.

Expenses

Expenses are recorded in the period in which the related goods and services are consumed except for certain marketing related expenditures, recorded in marketing expenses, that are recorded in the period the goods and services are acquired and a liability incurred and program grant expenditures, recorded in Industry Investment, that are recorded in the period in which the funds are approved for disbursement and a corresponding liability incurred.

Vacation pay and pension liabilities

The staff of Tourism PEI are employees of the Province of Prince Edward Island. Direct costs for employees of the Province of Prince Edward Island allocated to Tourism PEI are charged to the company on a per-payroll basis. Since the staff are employees of the Province, accrued vacation pay and pension obligations are liabilities of the Province and not the corporation and no liability for these costs has been accrued by the corporation as at March 31, 2015.

Management estimates

The presentation of financial statements in conformity with Canadian public sector accounting standards requires management to make estimates and assumptions that affect the reported amount of assets and liabilities and disclosure of contingent liabilities at the date of the financial statements and the reported amounts of revenues and expenditures during the reported period. Significant items subject to such estimates and assumptions include the valuation of accounts receivable. Actual amounts could differ.

2 Due to the Province of Prince Edward Island

	2015 $	2014 $
Current operations		
Excess revenue for the year - Tourism PEI	476,894	20,996

3 Accounts receivable

	2015 $	2014 $
Accounts receivable	1,346,812	1,226,896
HST receivable	239,761	146,696
Less: allowance for doubtful accounts	(235,000)	(235,000)
	1,351,573	1,138,592

4 Related party transactions

During the year, the corporation utilized office premises from a Department of the Province of Prince Edward Island for nil consideration.

Tourism PEI utilizes the provincial parks, including Brookvale Ski Park, the provincial golf courses, the provincial day parks and the full service campgrounds, as well as the Visitor Information Centres in carrying out its mandate. Tourism PEI pays nil consideration for utilizing these facilities.

Included in accounts receivable is $2,679 (2014 - $7,699) due from departments of the Province of Prince Edward Island. Included in accounts payable and accrued liabilities is an amount of $9,939 (2014 - $231,999) due to departments of the Province of Prince Edward Island, and $75,240 (2014 - $46,617) due to a provincial Crown corporation.

5 Commitments

(a) Tourism PEI has entered in various contracts resulting in the following commitments for the next three years:

	$
Year ending March 31, 2016	839,787
2017	468,000
2018	90,000

(b) The minimum annual lease payments required over the next five years under operating leases for base rentals including premises in Mill River expiring in August 2075 and for an equipment lease expiring in May 2016 are as follows:

	Equipment $	Premises $
Year ending March 31, 2016	28,164	1
2017	-	1
2018	-	1
2019	-	1
2020	-	1

In addition to the base lease premises rental in Mill River, there is a requirement to pay the corporation's pro rata share, based on rental space, of the operating costs, including property taxes, of the premises in Mill River and Brudenell, which amounted to $97,026 in 2015.

6 Financial risk management objectives and policies

Tourism PEI's principal business activities result in a statement of financial position that consists primarily of financial instruments. The principal financial risks that arise from transacting financial instruments include credit, liquidity, market and operational risk. Authority for all risk-taking activities rests with the Board of Directors (Board), which approves risk management policies, delegates limits and regularly reviews management's risk assessments and compliance with approved policies. Qualified professionals throughout Tourism PEI manage these risks through comprehensive and integrated control processes and models, including regular review and assessment of risk measurement and reporting processes.

(a) Credit risk

Credit risk is the risk of financial loss to the company if a customer or counterparty of a financial instrument fails to meet its contractual obligations. Credit risk arises primarily from the company's accounts receivable.

Accounts receivable includes trade receivables, HST receivable and other accrued receivables.

Trade receivables of $1,319,009 are significantly concentrated with 60% of the balance due from a related group of companies. Tourism PEI's maximum exposure to credit risk is $1,351,573, its carrying value of accounts receivable as noted on the statement of financial position.

Details of the carrying value of accounts receivable that are past due at the financial statement date are as follows:

	Current $	Up to 90 days overdue $	Over 90 days overdue $	Allowance for doubtful accounts $	2015 Total $
Accounts receivable					
Trade receivables	404,271	46,709	868,029	(235,000)	1,084,009
HST receivable	239,761	-	-	-	239,761
Other receivables	27,803	-	-	-	27,803
	671,835	46,709	868,029	(235,000)	1,351,573

	Current $	Up to 90 days overdue $	Over 90 days overdue $	Allowance for doubtful accounts $	2014 Total $
Accounts receivable					
Trade receivables	387,232	3,375	800,128	(235,000)	955,735
HST receivable	146,696	-	-	-	146,696
Other receivables	36,161	-	-	-	36,161
	570,089	3,375	800,128	(235,000)	1,138,592

(b) Liquidity risk

Liquidity risk is the risk that the company may not be able to meet its financial obligations as they come due. Specifically, the company needs to ensure it has adequate resources to repay all accounts payable and accrued liabilities and due to the Province of Prince Edward Island as they come due. The company's approach to manage liquidity risk is to closely monitor its cash flows and forecast the expected receipts and obligations.

The company's financial liabilities total $1,800,486 and are expected to be repaid within one year.

(c) Operational risk

Operational risk is the risk of direct or indirect loss arising from a wide variety of causes associated with the company's processes, personnel, technology and infrastructure, and from external factors other than credit, market and liquidity risks such as those arising from legal and regulatory requirements and generally accepted standards of corporate behaviour.

The company's objective is to manage operational risk so as to balance the avoidance of financial losses and damage to the company's reputation with overall cost effectiveness and to avoid control procedures that restrict initiative and creativity. The primary responsibility for the development and implementation of controls to address operational risk is assigned to senior management.

(d) Capital management

The primary objective of Tourism PEI's capital management is to ensure that it maintains a healthy financial position in order to support its business. Tourism PEI manages its capital structure and makes changes to it in light of changes in economic conditions.

Tourism PEI

Consolidated Schedule of Expenses by Type

For the year ended March 31, 2015 **Schedule**

	Salaries and benefits $	Operating Goods and Services $	2015 Total $
Finance and Administration	116,740	146,171	262,911
Parks Administration	301,162	67,285	368,447
Park Operations	2,085,805	871,191	2,956,996
Brookvale	458,177	247,551	705,728
Golf Operations	2,854,111	1,980,140	4,834,251
Strategy and Evaluation	358,520	328,475	686,995
Industry Investment	209,867	3,086,565	3,296,432
Regulation and Compliance	119,011	107,069	226,080
French Services	-	253,495	253,495
Business Development	112,485	433,068	545,553
Visitor Services	578,431	91,476	669,907
Marketing	379,615	4,527,885	4,907,500
Media Relations/Editorial	150,624	153,257	303,881
Fulfillment	118,631	308,690	427,321
Publications	134,450	301,993	436,443
Travel/Trade Sales	149,283	299,510	448,793
	8,126,912	13,203,821	21,330,733

	Salaries and benefits $	Operating Goods and Services $	2014 Total $
Finance and Administration	116,362	149,687	266,049
Parks Administration	299,033	60,958	359,991
Park Operations	2,158,673	872,145	3,030,818
Brookvale	465,371	271,351	736,722
Golf Operations	2,916,432	1,937,328	4,853,760
Strategy and Evaluation	360,260	403,066	763,326
Industry Investment	226,958	2,751,943	2,978,901
Regulation and Compliance	112,619	106,760	219,379
French Services	-	254,139	254,139
Business Development	119,141	605,221	724,362
Visitor Services	614,399	93,930	708,329
Marketing	346,233	4,932,316	5,278,549
Media Relations/Editorial	149,797	159,218	309,015
Fulfillment	111,104	358,799	469,903
Publications	107,159	393,859	501,018
Travel/Trade Sales	148,991	306,981	455,972
	8,252,532	13,657,701	21,910,233

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